Brand
Guidelines

Water
Safety
NEW ZEALAND

our logo...

Our brand is a valuable asset that we need to protect through consistent use and application.

These guidelines set the standards that will help to maintain a strong visual image and ensure that the brand is not diluted or distorted in any way.

which logo?

Where ever possible the full colour logo (above) should be used.

On dark backgrounds or over photographs the reversed white logo should be used.

In black and white printing use the black logo.

For single colour applications the logo should appear in Pantone PMS 281.

! To maintain a strong brand, the logo should never be reproduced in any colours other than: full colour, PMS 281, reversed white or black.

using the logo...

Only use logo files supplied by Water Safety
The 'NEW ZEALAND' cannot be removed.
The symbol and text cannot be separated or used alone.
The logo must not be altered in any way.

clear space

minimum size
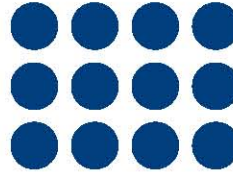

25mm width (actual size)

colours...

It is essential that the logo's colours are reproduced accurately in all media. Please ensure that they match the appropriate specifications.
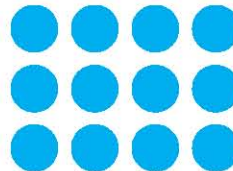
Spot Colour
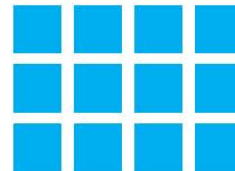Pantone PMS 281

Process Colour
100c 72m 0y 32k

RGB Colour
0r 40g 85b

Spot Colour
Pantone Cyan

Process Colour
100c 0m 0y 0k

RGB Colour
0r 131g 215b

our typeface

The typeface is an important part of the brand system.
The Dax family of fonts should be used in all printed applications.
For email, powerpoint, web and letters if dax is not available, you can use the Arial font.

Dax

Primary Typeface
Dax

Arial

Secondary Typeface
Arial

logo files...

The logo is available in several file formats for both PC and Mac.

EPS FILES: The eps (vector) files should be used on all applications that will be professionally printed. They do not preview well on screen (especially in Word) but print very clearly. They can be enlarged or reduced to any size without any loss of quality to the logo.

DO NOT ATTEMPT TO OPEN THESE EPS FILES. These files should be inserted or placed within a document.

JPG FILES: The jpg logos can be used for viewing on screen (e.g. in an emailed file or PowerPoint presentation), or for low resolution printing (e.g. office laserjet). These logos are RGB colours to make them screen friendly and will not print in the correct logo colours. These files cannot be made larger without loss of quality, so the jpg files come in a range of sizes based on the logo width.

JPEG logos are available at: 25mm width (minimum size), 35mm, 50mm, 75mm, 100 and 200mm.

To obtain logo files contact: logo@.watersafety.org.nz. Please specify:
- what media the logo will be used for
- background colour
- any size restriction that may apply

This will ensure we supply you with the correct file type.

For Print:	WSNZ logo PMS.eps
	WSNZ logo CMYK.eps
For Screen:	WSNZ logo RGB/35mm.jpg

For Print: WSNZ logo WHITE.eps

For Print: WSNZ logo BLACK.eps

For Print: WSNZ logo PMS 281.eps

graphic elements...

the motto

In, On & Under

In, On & Under is the Water Safety motto.

It is another element of the brand identity and can be used with the logo.

In most cases the standard logo is to be used (e.g. corporate, correspondence, presentations, endorsements, etc.) however the motto may be used with the logo to promote Water Safety programmes and initaitives.

If the motto is used, it must be close to, but not part of the logo. Some examples of use are shown below.

the colour bar

The colour bar is another element of the brand identity and can be used on publications to add colour or highlight a text panel.

It is not part of the logo. Some examples of use are shown above.